



FOR IMMEDIATE RELEASE:
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FACT SHEET

MAYOR SANDERS COMMEMORATES NATIONAL BLACK HIV/AIDS AWARENESS DAY BY ENCOURAGING ALL SAN DIEGANS TO KNOW THEIR HIV STATUS

Community groups come together to increase HIV/AIDS Awareness in San Diego's black community

Mayor Jerry Sanders today joined with local community groups today to increase awareness of the impact of HIV and AIDS in San Diego's black community.

- Blacks have the highest rate of AIDS in San Diego County for both men and women (48 per 100,000). The rate of AIDS in blacks is 2-3 times that of Hispanics and 3-4 times that of whites.
- Blacks constitute 6 percent of the population in San Diego County, but make up 12% of all those diagnosed with AIDS.
- Blacks are accessing HIV medical care, including the wide array of effective antiviral treatments, much later in the course of their infection.

To commemorate National Black HIV/AIDS Awareness Day, the Mayor highlighted local organizations and programs working together to encourage everyone to know their HIV status and help San Diegans living with HIV/AIDS to get into medical care. These efforts include:

A LOCAL BLACK HIV/AIDS AWARENESS DAY HEALTH FAIR

- A community health fair at the Malcolm X Library on February 7, 2007, from 10am to 4pm.
- Services include: Free HIV testing, health information, and giveaways.
- Participating organizations: Family Health Centers of San Diego, Comprehensive Health Center, Center for Social Support and Education, and the NAACP.

BLACK HIV/AIDS AWARENESS SOCIAL MARKETING CAMPAIGN

- A series of billboard, bus shelter and print ads designed to increase awareness of the impact of HIV/AIDS in San Diego's black communities and get blacks living with HIV/AIDS into medical care.
- The campaign was developed under the guidance of an advisory group comprised of black community members, service providers and community leaders.
- Funded by the County of San Diego with Ryan White CARE Act funds.

CONTACT INFORMATION

For more information about HIV prevention, testing and treatment programs in San Diego, please contact:

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